

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
January 15, 2009**

Directors Present	Chris Bonbright, President	Whitley Court Partners
	Thaddeus Smith, V.P.	The Music Box Theater
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Frank Stephan, Treasurer	The Clarett Group
	Greg Angelo	METRO
	Aziz Banayan	Algert Co., Inc.
	Jeff Cohen	Gatehouse Capital
	Shawn Ingram	My Friend's Place
	Nathan Korman	NBK, LLC
	Jose Malagon	Hollywood Media Center
	Jan Martin	AMDA
	Ron Radachy	Oasis of Hollywood
	Hilary Royce	Church of Scientology International
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, Inc.
	David Green	Nederlander Organization - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
Directors Absent	Don Jacinto	Hollywood Roosevelt
	Tej Sundher	Hollywood Wax Museum
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
	Leslie Lambert	CRA/LA - (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani Jr.	HPOA
	Katie Zandona	HPOA
	Bill Farrar	Andrews International
	Steve Seyler	Andrews International
	Joe Salazar	Andrews International
Guests	Philip Mangano	USICH
	Eduardo Cabrera	USICH

	Shiva Monify	Sperry Van Ness
	Ted Schwartz	Pacifica Ventures

#### I. Call to Order

The meeting was called to order by Board President Chris Bonbright at 4:19 P.M.

#### II. Public Comment

Developers Pacifica Ventures gave the board a brief presentation on their proposed project at 1601 Vine St. The office tower is designed to have seven floors of office space, with five levels of sub-terrain parking and ground floor retail.

Shiva Monify distributed to the board information on a property for sale. If any board members were interested or would like more information, Monify encouraged them to contact her directly.

Kerry Morrison introduced to the board Phil Mangano, Executive Director of the Interagency Council on Homelessness. Mangano thanked the board for their efforts in taking the first steps in trying to end homelessness not only in Hollywood but in Los Angeles as well. Mangano went over some recent statistics relating to homelessness and told the board what was being done in cities across the country to try and help decrease the number of individuals who are homeless in America. Following Mangano's address, Morrison went over a presentation with the board that showed the need for permanent supportive housing facilities in Hollywood.

#### III. Approval of Minutes

**It was moved by Jose Malagon, seconded by Ron Radachy and CARRIED to approve the minutes from the December 18, 2008 HPOA board meeting.** [Unanimously approved].

#### IV. Treasurer's Report

##### A. Treasurer's Report:

1. Approve Treasurer's Report for December 31, 2008: Frank Stephan reported that \$1.2 Million in assessments has arrived at the City two weeks earlier than expected. Morrison said she is planning on asking the City how quickly the BID can receive a check. If the BID is able to invoice the City and receive funds within the next week, Morrison informed the board that it may not be necessary to utilize the Wells Fargo Line of Credit at this point in time. On another note, approximately \$40,000 was rolled over from the expiring BID into a special projects account.

**It was moved by John Tronson, seconded by Nathan Korman and CARRIED to approve the Treasurer's Report from December 31, 2008.** [Unanimously approved].

2. Presentation of Detailed Budget for 2009: Morrison presented a finalized detailed 2009 budget to the board. Morrison reminded the board that the budget had already been approved at the board's December 18, 2008 meeting.

## V. Committee/Activity Reports

### A. Marketing Committee

1. Update on [www.NavigateHollywood.com](http://www.NavigateHollywood.com): Katie Zandona informed the board that the website will officially be launching at Eric Garcetti's State of Hollywood address on Thursday, January 29, 2009. In addition to this, Zandona reported that the LABJ is interested in featuring an article on the site in their January 26, 2009 edition.

2. Fashion Week Update and General Activities Report: Fashion Awards organizers are looking at having the March awards here in Hollywood, and are currently looking at potential venues. It is expected at the Awards ceremony that the group will make a formal announcement about Fashion Week moving to Hollywood.

3. Hail a Taxi Pilot Project: Zandona reported that the Hail a Taxi program is in its final month, however several individuals involved with the program are recommending extending the pilot program for another six months to allow user knowledge of the program to grow in both the Los Angeles and Hollywood areas.

4. Potential New Committee Projects in 2009: Zandona passed around to the board a sign-up sheet for the Marketing Committee. Board members interested in being apart of the committee were encouraged to sign up. Meeting dates and times are still to be determined.

### B. Security Committee:

1. Year End Report from Andrews International: John Tronson reported that the BID Security Committees did not meet for the month of January but would resume meeting in February once new committee members had been selected. Tronson did ask that the board review the end of year report from Andrews International. The report, compiled by Steve Seyler, features several statistics pertaining to arrests and outreach efforts, along with notable incidents that occurred within the BID during 2008. Seyler reviewed a few of the stats and information with the board.

2. Update on Activities - Hollywood 4WRD: Volunteers are still needed for the LAHSA bi-annual Homeless Count. The count which goes for three days will be counting homeless individuals in Hollywood on Thursday, January 29, 2009. HPOA staff has volunteered to take part in the count along with several members of the Hollywood community. Tronson informed the board that LAPD would be handling security for counters, however the BID felt it would be worth having two officers/one shift available to escort volunteers in the BID area during the count.

**It was moved by John Tronson, seconded by Shawn Ingram and CARRIED to authorize Andrews International to deploy one shift/two officers to escort volunteers in the BID during the LAHSA count on January 29, 2009. [Unanimously approved].**

### C. Streetscape Committee:

1. Status Report: MacPherson asked that board members take a look at the

final Clean Street maintenance contract in their packets. The contract was negotiated for a three year term, and provides the BID with an additional \$25,000 worth of pressure washing available, for each year of the contract, to use at the board's discretion. MacPherson also reported that initial clean up efforts in the BID's expanded territories and alleys had begun.

2. Meeting with Cosmo Alley Owners: MacPherson reminded the board that the Council Office would be hosting a meeting with Cosmo Alley stakeholders and owners on Tuesday, January 27, 2009. Aziz Banayan and Jose Malagon from the board will be part of those in attendance. The meeting will be taking place at Space 1520. An engineering study initiated by the council office is already in progress and results will be reported upon completion.

#### VI. New Business

A. Creation of New Committees for 2009: Morrison reported that she is working with Chris Bonbright to get committee volunteers and chairs finalized. Anyone who has not yet contacted the HPOA office to express their interest in joining a committee was encouraged to do so at that time.

B. Urban Design Studio Update: MacPherson informed the board that a meeting was held on January 14, 2009 by the CRA regarding an update to the Urban Design plan for the core part of Hollywood. MacPherson had suggested that HPOA board members could meet with John Kaliski, consultant to the CRA, to do a focus group regarding the plan amendment on January 20, 2009. Frank Stephan who was present at the January 14, 2009 meeting reported that the plan would be a 30 year plan that would be looked at every 10 years. The board instructed Morrison to write a letter to the CRA on their behalf asking that the CRA include and inform both the Hollywood and Sunset BID board members and stakeholders in the plan's development process and finalization. Morrison said she would draft the letter and send it to the CRA the week of January 19, 2009.

#### VII. Report from Executive Director

A. Status of Mr. Little Complaint: Morrison reported that Mr. Little's rent control application was rejected due to insufficient information. Mr. Little is working with his attorney to complete the application and resubmit it to the City. Jeff Briggs will continue to check in with the City to find out the status of the application as time goes on.

#### VIII. Next Meeting

The next meeting was scheduled for Thursday, February 19, 2009 at 4:00 P.M. in Suite 200 of the Taft Building (1680 Vine St., Hollywood, CA. 90028).

#### IX. Adjournment

There being no further business the meeting was adjourned by Board President Chris

Minutes - HPOA Board of Directors  
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Bonbright at 5:48 P.M.